
IMPACT OF SOCIAL MEDIA AMONG STUDENTS: A CASE STUDY

***Dr. Piyali Das**

Librarian, MUC Women's College, Burdwan.

Article Received: 16 July 2026, Article Revised: 05 August 2026, Published on: 25 August 2026***Corresponding Author: Dr. Piyali Das**

Librarian, MUC Women's College, Burdwan.

Doi: <https://doi-doi.org/101555/ijarp.2343>**ABSTRACT**

Use of Social media nowadays is like a natural activities among child, teenagers, and up-coming adults. Present time social media platform is the most common platform for leisure entertainment, communication, gather information and news to today's generation. This brave acceptance of social media among the youth may be accredited to their current knowledge of the recent technology and hassle-free accessibility to different social networking tools. This article tries to measure the outcome of social media on academic performance, social responsibilities of students' of different levels of Burdwan Town, Purba Bardhaman. Adopted simple random sampling method to select students. Questionnaire was used as the instrument for the purpose of data collection. The responses of 120 out of 126 respondents were collected, scored, and analyzed using descriptive statistics based on the research questions. It is found that the internet is a medium to connect with family and friends for academic or business or entertainment issues. it is also found that most students use social media for various purposes daily.

KEYWORDS: Information, social media, children, networking, users.**INTRODUCTION**

Social Media is a term that is used quite often these days. It is a fact that two-third (2/3) of the world's population uses the Internet regularly and visit social media in some way or the other (Camilia, Sajoh, & Dalhatu, 2013) that serving as information, communication and connection media. Students are among the major population who favour these domains to stay tuned to the most recent updates and to set up relations with people. It is also a fact that most of these people will not be able to name more than a handful of social media platforms besides the ones that they are using.

social media leads students to explore their creativity and share their productivity to large number of society. It offers extensive opportunities in front of people, where they can connect, contribute their ideas, photographs, content, and many more information to experience the digital domain. Students mostly use and love social media for entertainment, contact with new people, gather information, create educational network, building new community and many more in their regular life. It may conclude that social media has made communication easier for all not only for students. It has created a special facilities for students from where they can easily communicate with their peers and teachers, exchange information, and collaborate on projects.

Objectives of the study

1. To understand the profile of the respondents.
2. To determine the frequency of use of social media by the students.
3. To examine the reasons for using social media by the students.

Literature review

Social media at the present time is happening worldwide. 2/3 of the world population use social media and this number continue increasing worldwide. According to the Statista report of 2026, in India 367.4 billion active users in social media.

Almost every aspect of human life get in touch with Social media, allows users to attach with same-minded people and offer information of their piece of interest. Social media also have a have an effect on how commerce or trade conduct deal their transactions, promote their product and services (Bhimani et al., 2018; Appel et al., 2020).

Social media is work like a stage for users to communicate and chat about their concerns and attitudes. People should have to be familiar with social media Before knowing the aspect of social media. Social media consists of web-based apps and websites that consent the people to share text, images, videos and exchange information, ideas, even more to build online groups with each other by sharing a particular network (Siddiqui, 2016)

Methodology of the stud

The present study was carried out by using survey method and questionnaire tool was used for collecting data from the students of social media users. A total of 150 numbers of Questionnaires were randomly distributed to the students who use social media, Bardhaman Town, Purba Bardhaman and 126 numbers filled questionnaires were received back by the users. However, 06 (six) questionnaires were rejected due to incompleteness of answers.

After collection of data from the respondents, the data was analyzed and interpreted in the form of tables and graphs. Hence selected 120 questionnaires are used for data analysis and interpretation. Statistical methods were used to analyse the collected data. Simple percentage analysis was conducted for final values in all the categories of evaluation. Microsoft Excel was used to generate necessary statistical tables, diagrams and charts.

Analysis of data and findings

After observation and the collection of data is the primary work to analyse them in order to get satisfactory outcomes. All the outcomes are describing elaborately with numbers and tables and concerned diagrams.

Table-1 Demographic information of respondents.

Gender of the Respondents	Number	Percentage %
Male	68	56.67
Female	52	43.33
Total	120	100

Information about gender of the social media users was a question in questionnaire to know their gender. The replies given by them and noted accordingly. They are shown in Table-1. It is clear from Table-1 that the majority of the respondents (56.67%) are male and remaining (43.33%) are female respondents. It is concluded from the study that the majority of male respondents use social media facilities.

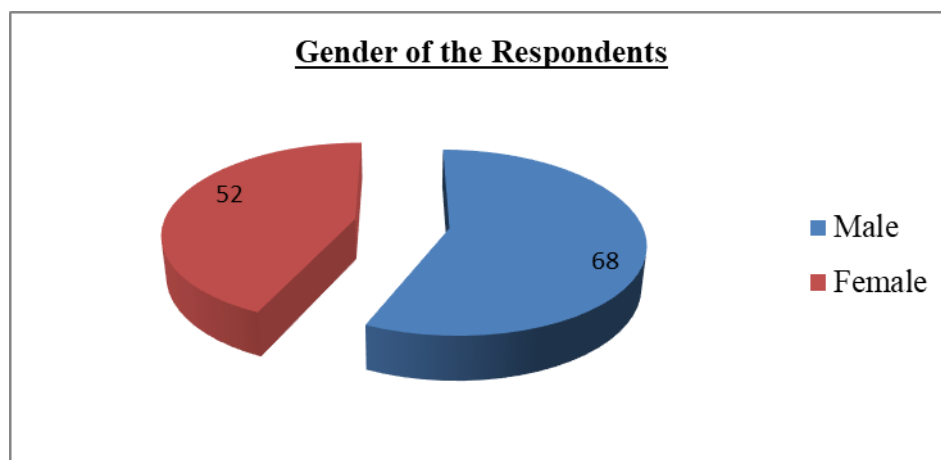


Fig. 1: Graphical presentation of respondents according to gender.

A question has been asked to the social media users to know their age. The replies given by them are shown in Table-2.

Table-2 Distribution of respondents according to their age group.

Age	Number	Percentage (%)
Below 15 years	20	16.67
15 to 18 years	30	25
19 to 21 years	34	28.33
Above 21 years	36	30

It is clear from Table-2 that the majority of respondents (30%) are above the age 21 years, followed by age between 19 to 21 years (28.33%), 15 to 18 years (25%) and remaining are of age below 15 years (16.67%). It is clear from the study that most of the social media user respondents are young generation, above the age of 21 years who use social media effectively, in Bardhaman Town, Purba Bardhaman.

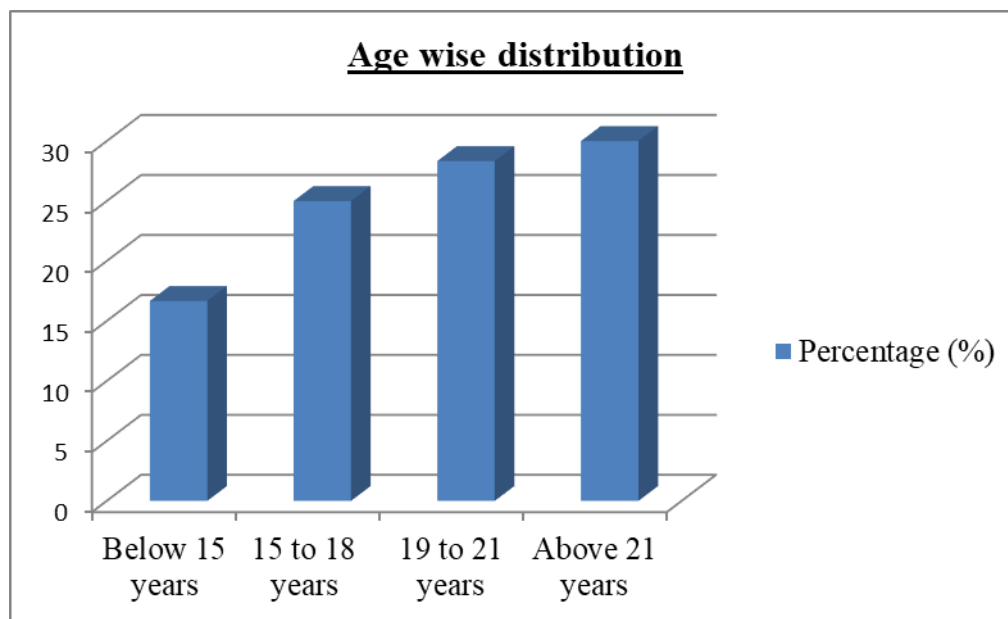


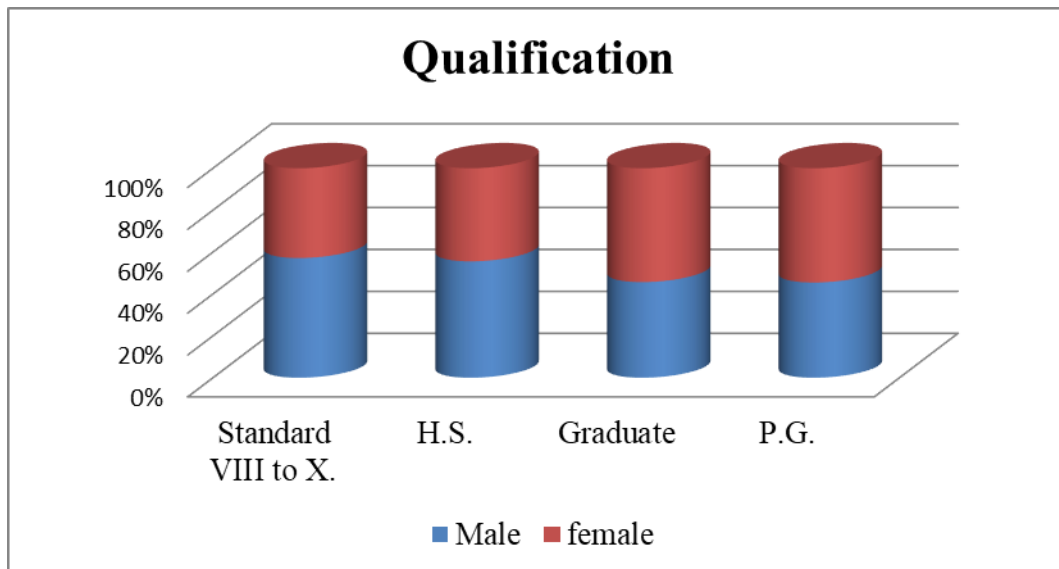
Fig.2: Graphical presentation of respondents according to age.

Respondents are of heterogeneous nature in educational qualification. So prepare a list about respondents' educational level.

Table 3: Distribution of Respondents by Educational qualification.

S. No	Qualification	No. of respondents		
		Male	female	Total (Percentage %)
1.	Standard VIII to X.	8	6	14 (11.67%)
2.	H.S.	15	12	27 (22.5%)
3.	Graduate	21	25	46 (38.33%)
4.	P.G.	15	18	33 (27.5%)

This table 3 shows the distribution of respondents by qualification-wise. Among the overall respondents, a majority of 46 (38.33%) of them who belong to undergraduate users i.e., passed H.S. and it is followed by 33 (27.5%) respondents are post-graduate, 14 (11.67%) respondents are Madhyamik level (class X), and 27 (22.5%) respondents qualified H.S. respectively. Hence it can be concluded that the majority of the social media users qualification is graduation.

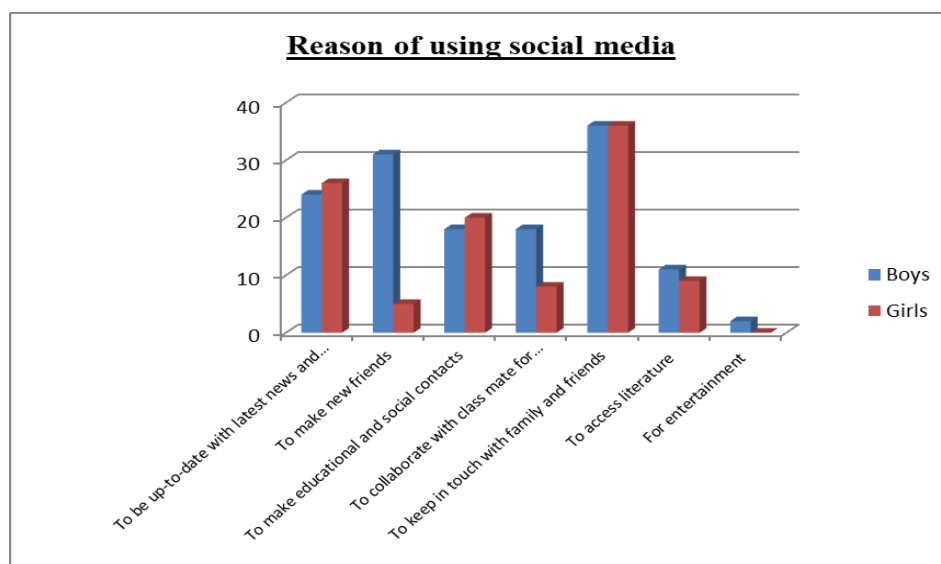
**Fig. 3: Graphical presentation of respondents according to qualification.**

People use social media primarily to connect with friends and family, stay updated about current affairs, and access entertainment. It serves as a tool for self-expression, building communities, and reducing monotony. Social media is the go to medium for students to interact with friends current and previous, prospective students, alumni, stakeholders and the wider community can all communicate with like-minded individuals and have their questions answered, make friends and network.

Table 4: Respondents reason of using social media.

Reason	Boys	Girls	Total
To be up-to-date with latest news and events	24	26	50
To make new friends	31	5	36
To make educational and social contacts	18	20	38
To collaborate with class mate for assignment	18	8	26
To keep in touch with family and friends	36	36	72
To access literature	11	9	20
For entertainment	02	0	2

The present study shows that the maximum number of boys use social media for making new friends (31 respondents), keep in touch with family and friends (36 respondents) and to be up-to-date with latest news and events (24 respondents). Whereas the maximum number of girls use social media to keep in touch with family and friends (36 respondents), find latest news and events (26 respondents) and make educational and social contacts (20 respondents). Unfortunately it is also find that

**Fig. 4: Graphical presentation of reason of using social media for boys and girls.**

Our finding shows that the maximum number of users use media as a communication medium (72 respondents), after that they use it as a mode of current and latest information

finder (50 respondents). They also use social media as a medium of education (38 respondents) and make new friends (36 respondents).

CONCLUSION

This study is significant to the teachers, parents and students. This measure will help the teachers of the school, college and higher levels to inform about the effect of social media on students, so as to support and generate consciousness among the students about the positive influence of social media on them. This study also has positive effect to because they will be aware about the possible effects has on their children of these social media usage, so as to provide a supervisory eye to their young children on the usage of various social networking platforms.

As the technology is growing, social media has become the routine for each and every person, people are seen addicted to these technologies every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Hence, for the purposes of this study, the researcher will examine the level of student addictiveness to social media, how often they use them, how they use them, and how this is affecting their academic studies. A comparison will also be made between male students and female students, since much research has shown a difference in social media participation based on gender as well as in age.

REFERENCES

1. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
2. Bhimani, H., Mention, A. L., & Barlatier, P. J. (2018). Social media and innovation: A systematic literature review and future research directions. *Technological Forecasting and Social Change*, 144, 251–269.
3. Camilia, O., Sajoh, I., & Dalhatu, B. (2013). The Effect of social networking sites usage on the studies of Nigerian students. *The International Journal of Engineering and Science (IJES)*, 2(7), 2319-1805.
4. Siddiqui, S. & Singh, T. (2016). Social Media its Impact with Positive and Negative Aspects. *International Journal of Computer Applications Technology and Research* Volume 5– Issue 2, 71 - 75, 2016.